

Claims

What is claimed is:

1. A reseller program for allowing a plurality of Customers to register one or more domain names via a Registrar, comprising:

A) means for accepting a plurality of Resellers into a reseller program;

B) means for creating a registrar web site for registering domain names with an appropriate Registry;

C) means for allowing a plurality of Customers to register one or more domain names via the registrar web site, wherein at least one of the plurality of Customers was guided to the registrar web site from actions by one of the plurality of Resellers;

D) means for collecting a fee from each Customer that registers a domain name; and

E) means for compensating each Reseller that guided a Customer to the registrar web site that registered a domain name.

2. The reseller program of claim 1, wherein the registrar web site has the ability to accept domain names from the Customers, accept information regarding the Customers, check on availability of the domain names, collect a fee from the Customers, register available domain names for the Customers and compensate the plurality of Resellers based on the actions of the Customers.

3. The reseller program of claim 1, wherein the actions by one of the plurality of Resellers include advertisement.

4. The reseller program of claim 1, further including means to register domain names via a proxy service, wherein proxy contact information is made publicly available while the Customer receives legal rights in the domain name.

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2 5. The reseller program of claim 1, wherein the actions by one of the plurality of Resellers
3 include creating a link to the registrar web site from another web site.
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5 6. A reseller program for allowing a plurality of Customers to register one or more domain
6 names via a Registrar, comprising:

7 A) a registrar web site adapted for receiving selected domain names from a plurality of
8 Customers and for registering the selected domain names with an appropriate Registry; and

9 B) an administration web site adapted for allowing Resellers to enter the reseller program
10 and allowing each Reseller to customize the registrar web site for their Customers.
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12 7. The reseller program of claim 6, wherein the registrar web site has the ability to accept
13 domain names from the Customers, accept information regarding the Customers, check on
14 availability of the domain names, collect a fee from the Customers, register available domain
15 names for the Customers, associate Customers with a Reseller and compensate the plurality of
16 Resellers based on the actions of their associated Customers.
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18 8. The reseller program of claim 6, wherein the administration web site offers the option to
19 the Resellers to receive electronic payments from the Registrar based on activities of the
20 Resellers' Customers.
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22 9. The reseller program of claim 6, wherein the administration web site offers the option to
23 the Resellers to offer registering domain names via a proxy service, wherein proxy contact
24 information is made publicly available while the Customer receives legal rights in the domain
25 name.
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27 10. The reseller program of claim 6, wherein the administration web site offers the option to
28 the Reseller to display a report showing commission payments during selected time periods.

1 11. A process for allowing a plurality of Customers to register one or more domain names via
2 a reseller program, comprising the steps of:

3 A) accepting a plurality of Resellers into a reseller program;

4 B) creating a registrar web site for registering domain names with an appropriate Registry;

5 C) allowing a plurality of Customers to register one or more domain names via the web site,
6 wherein at least one of the plurality of Customers was guided to the web site from actions by one
7 of the plurality of Resellers;

8 D) collecting a fee from each Customer that registers a domain name; and

9 E) compensating each Reseller that guided a Customer to the web site that registered a
10 domain name.

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12 12. The process of claim 11, wherein the registrar web site has the ability to accept domain
13 names from the Customers, accept information regarding the Customers, check on availability of
14 the domain names, collect a fee from the Customers, register available domain names for the
15 Customers and compensate the plurality of Resellers.

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17 13. The process of claim 11, further including the step of allowing domain names to be
18 registered via a proxy service having contact information, wherein the proxy service contact
19 information is made publicly available while the Customer receives legal rights in the domain
20 name.

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22 14. The process of claim 11, wherein the actions by one of the plurality of Resellers include
23 placement of the registrar web site in a search engine.

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25 15. The process of claim 11, wherein the actions by one of the plurality of Resellers include
26 creating a link to the Registrar web site from another web site.

1 16. A process for allowing a plurality of Customers to register one or more domain names via
2 a turnkey reseller program, comprising:

3 A) creating a registrar web site adapted for registering domain names with an appropriate
4 Registry;

5 B) creating an administration web site adapted for allowing Resellers to enter the turnkey
6 reseller program and allowing each Reseller to customize the registrar web site for their
7 Customers;

8 C) registering a Reseller into the turnkey reseller program;

9 D) selling products or services to a Customer of the Reseller; and

10 E) compensating the Reseller based on the products or services purchased by the Customer.
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12 17. The process of claim 16, wherein the registrar web site has the ability to accept domain
13 names from Customers, accept information regarding Customers, check on availability of the
14 domain names accepted from Customers, collect a fee from Customers, register available domain
15 names for Customers, associate Customers with a Reseller and compensate the plurality of
16 Resellers based on the actions of their associated Customers.
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18 18. The process of claim 16, wherein the administration web site offers the option to the
19 Resellers to receive electronic payments from the Registrar based on activities of their associated
20 Customers.
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22 19. The process of claim 16, wherein the administration web site offers the option to the
23 Resellers to offer registering domain names via a proxy service, wherein proxy contact
24 information is made publicly available while the Customer receives legal rights in the domain
25 name.
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27 20. The process of claim 16, wherein the administration web site offers the option to the
28 Reseller to display a report showing commission payments during selected time periods.